

infuze



Engineering and
Physical Sciences
Research Council





Help us imagine and codesign your city so you don't need to own a car

Inspiring Futures for Zero Carbon Mobility

Transforming the process of understanding, designing and implementing transport system interventions to enable and ensure the rapid transition to zero carbon through accessing mobility on demand



**Leeds drives 4 billion miles
every year.**

**More than 20 return trips
to the sun!**

Current Paradigm: Planning to Fail

- Carbon emissions overshoot equivalent to '10 Pandemics' by 2037
- Current Plans could mean that by 2050
 - There are 30 to 45% more cars [35,000 to 55,000km of parking space – nose to tail]
 - Another 100,000 to 150,000 cars owned in Leeds District
 - Car traffic to rise by 25%
 - Congestion to rise by 33%
- Bus services have dropped by 50% since 2008
- The plan for electrification does not address these failings

The INFUZE way

The question is not 'can you live without your car?' but '**what would a world where people did not need to own their own cars look like?**'

- Co-design at heart of iterative cycle of learning
- Informs tools we develop
- Test in real-world
- Learn from feedback
- Interactively scale up ambition over 5 years

The INFUZE toolbox

- **WP1 – Participatory Mobility Science (Co-Design)**
 - Creative Assemblies, Visioning Exercises, Exhibitions, Prototyping,
- **WP2 – Understanding Change Potential**
 - Qualitative grounding, understanding key system attributes, segmentation of preferences
- **WP3 – Building Design Solutions**
 - Agent Based Modelling, System service design, visualisation and communication
- **WP4 – Trials, Evaluation and Whole Life Emissions**
 - 4 trials, Societal Readiness Assessment, Whole Life Carbon of infrastructure, assets & demand

Partnerships

Main Test Site

- Leeds City Council, West Yorkshire Combined Authority

Key Transferability Sites

- Transport for West Midlands, Calderdale District Council

Other Partners

- Department for Transport, Transport for the North, Connected Places Catapult
- Beryl Bikes, First Bus, Enterprise Mobility, RideTandem, Padam, MobilityWays
- Third Sector Leeds, Ahead Partnerships, Climate Action Leeds ACTS! Arup, Steer, ZEMO partnership

Trials

- 2024/5 - reviewing existing evidence/data
- 2025/6 - adding incentives and services to planned investments
- 2026/7 - piloting packages of interventions
- 2027/8 - full-scale trials
- 2028/9 - national transferability analysis

Funding

- Engineering and Physical Sciences Research Council Programme Grant
- 5 years from 31/07/2024
- £9m commitment
 - £7.83m direct grant (£425k for trial incentives)
 - £0.75m partner support
 - £0.51m additional support from Universities

What does success look like?



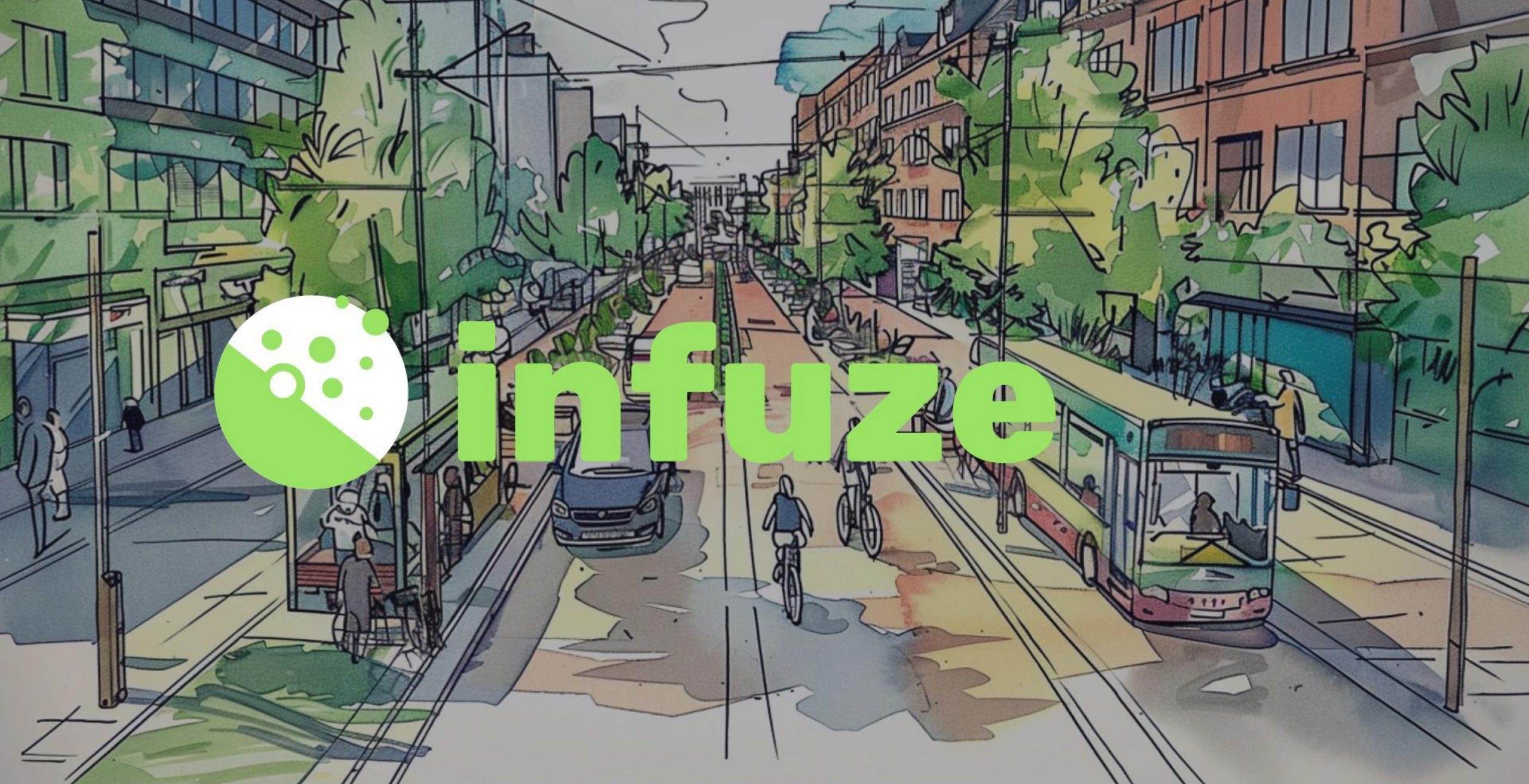
Reimagine our streets?



A mobility hub in every neighbourhood?



Choose the vehicle you need for your journey?



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